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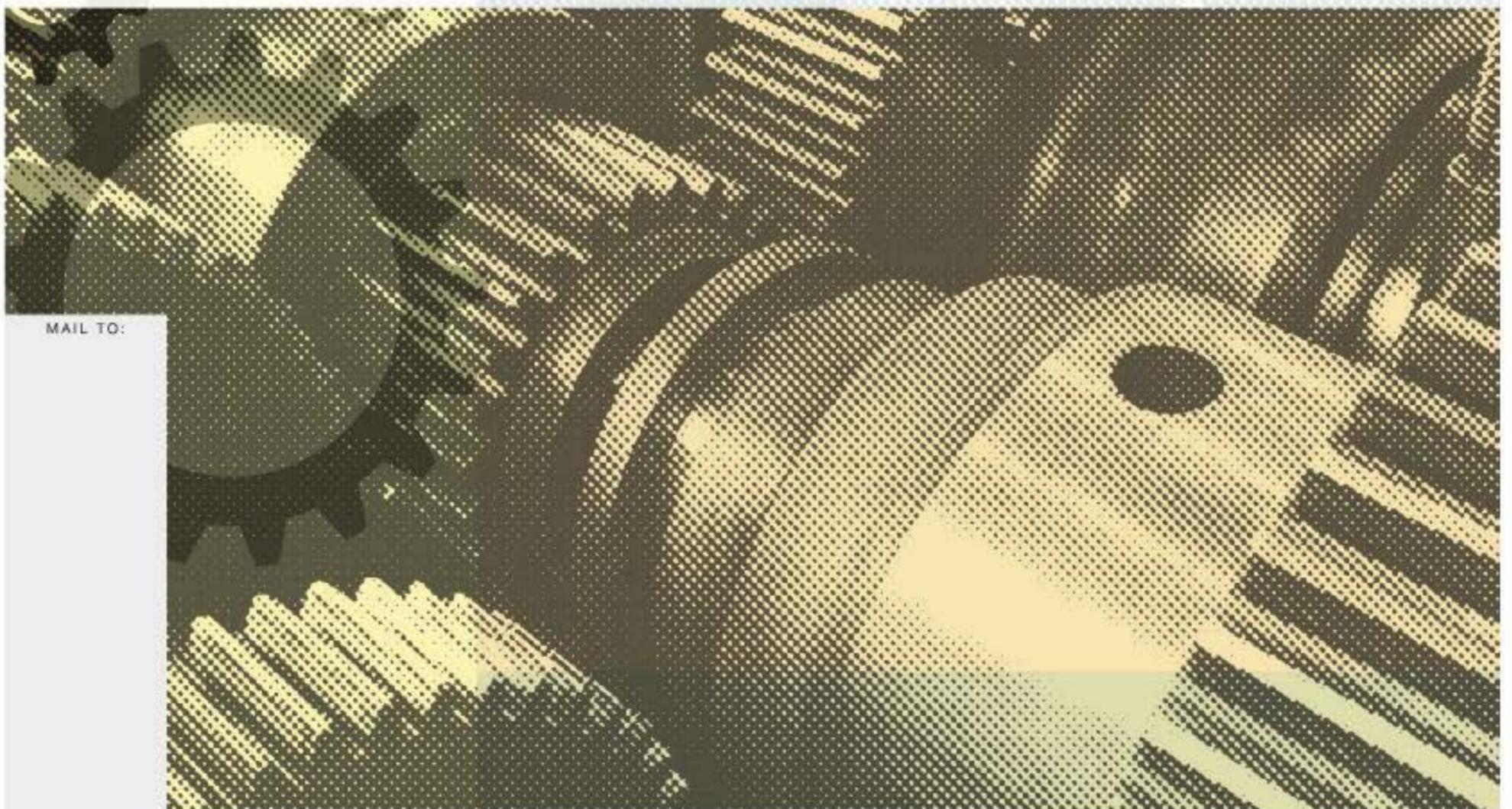
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**SPECIAL ISSUE  
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# MANUFACTURING



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# Electric Vehicle Maker Drives into Chatsworth

**AUTO:** Colorado firm to open West Coast plant and start vehicle production in 2013.

By **MARK R. MADLER** Staff Reporter

A Colorado electric vehicle manufacturer is transforming a Chatsworth industrial building into its West Coast assembly plant with the goal of beginning production early next year.

**Boulder Electric Vehicle** spent about 18 months looking for a site and settled on a 30,000-square-foot space located in the 9600 block of Irondale Avenue. CEO **Carter Brown** said the company selected the San Fernando Valley location for its access to a talent pool of engineers and assemblers, proximity to airports and enterprise zone tax incentives.

Founded in 2011, Boulder Electric develops and builds delivery vans and small trucks for corporate customers and municipalities. The vehicles have a range of 80 to 120 miles and reach a top speed of 70 mph.

When production of the vehicles begins next year, the company will have about 30 employees in Chatsworth, Brown said. Boulder Electric will add more workers as production on the vehicles increases.

"If the demand is there for the vehicles, we can go up to 150 employees," Brown said.

By pursuing corporate and municipal clients, the startup company and its short list of competitors aim to sell the potential long-term cost savings of using an electric vehicle, which can cost twice as much upfront as a comparable diesel vehicle.

## Room to grow

Boulder Electric received a \$3 million grant from the California Energy Commission to



Design: The DV-500 model delivery van made by Boulder Electric Vehicle.

produce its DV-500 delivery vans, flatbeds and service trucks and the larger DV1000 models. It was among 11 companies that received state grants as part of the Alternative and Renewable Fuel and Vehicle Technology Program.

The company is investing \$3 million of its own funds to help pay for the lease and other building improvements needed to get the Chatsworth facility ready for production.

Boulder Electric Vehicle signs have gone up on the façade of the building, and workers have built interior conference rooms and installed the IT infrastructure, Brown said. A skeleton sales staff operates out of the building, he said.

The company searched the greater Los Angeles area for a location with the assistance of **Ben Stapleton**, a vice president at the Los

Angeles office of **Jones Lang LaSalle**, who specializes in industrial and clean tech properties.

Boulder Electric currently operates from a new building in Lafayette, Colo., located outside of Boulder. Trying to find a similar space in L.A. is challenging because new industrial buildings are scarce, Stapleton said.

The building in Chatsworth is comparable to what the company has in Colorado and the setting is suburban, Stapleton said. "When you look at other parts of the city — downtown, the 110 corridor — it is not something that someone from Colorado might be used to," he added.

Plus, Brown said, the landlord owns adjacent buildings that Boulder Electric can

expand into in the future, if necessary.

## Corporate demand

Analysts say while California leads the nation in the sale of hybrid (gas and battery) and electric vehicles, the market for electric powered vans and trucks is small because few companies produce such vehicles and those that do produce in low volume. Competitors to Boulder Electric include **VIA Motors** in Utah and **Smith Electric Vehicles Corp. US**, which has a manufacturing plant in Kansas City.

"These are companies that are designing for the business market or taking existing vehicles and converting them," said **Alan Baum**, of **Baum & Associates**, an automotive industry forecasting firm in Michigan.

The upfront cost of an electric van or truck can be quite expensive — easily twice as much as a comparable diesel vehicle, according to **Lisa Jerram**, a senior research analyst with **Pike Research**, a consulting and research firm for the clean technology industry.

Businesses that are considering adding an electric vehicle to their fleet must determine if the higher initial cost is worth the investment,

Jerram said. National companies that are adopting electric vans and trucks into their fleet include **FedEx**, **UPS** and **Frito-Lay**, owned by **PepsiCo**.

As corporate fleets grow, technological advances likely will make the vehicles more affordable, Jerram said.

"You might see that demand drive innovation," Jerram said.

Boulder Electric's Lafayette plant has five assembly lines and currently has a backorder of about 50 vehicles. The company anticipated its first deliveries this month of the flatbed and service body versions of the DV-500.



# Neutraderm to Launch New Beauty Products

**EXPANSION:** Chatsworth firm rolling out five-step daily skin care regimen line.

By **DARLENE RICKER** Staff Reporter

If you ask **Samuel Raouf**, beauty really is skin-deep — and then some.

As president and CEO of **Neutraderm Inc.**, a technology-based skin care manufacturer in Chatsworth, Raouf manufactures products for high-end beauty stores, as well as producing his own physician-dispensed private label skin care line, **brandMD**.

Both divisions are expanding this summer, he said, with 12 new projects completed in July. Neutraderm is hiring additional sales representatives and producing new products for high-end beauty supply stores that now include **Sephora**, as well as television retail giant **QVC**.

**BrandMD** is increasing its sales team from four to 15 representatives and is expanding into new territories across the country: Chicago, Las Vegas, New York, Florida, Texas, Colorado, Louisiana, Northern and Southern California, Louisiana and Washington, D.C.

At the same time, **brandMD** is preparing to launch new products, including a five-step daily skin care regimen that offers an age defense kit and an acne defense product line.

"Many people have acne or acne scars, or they want to stabilize the aging process," Raouf said. "We're going to offer a solution to these common problems."

The methodology, he said, is based on new technology that "works from the inside out. Our highly concentrated formulations work deep within the layers of the skin to not only reduce the signs of aging on the surface of the



Leadership: CEO Samuel Raouf is working to solve common skin care problems.

skin, but to target the source deep within the skin and produce lasting results."

When formulating a new product, Raouf factors in all the issues that can cause a particular skin problem, rather than targeting an individual trigger or the most common culprit. For example, he said, dark circles under the eyes may be caused by heredity, smoking, lack of sleep or a combination.

"There are five or six synergistic ways to

address the issue, so we take different pathways to increase circulation," he said. "For one person that might be overkill, but it may be perfect for another person with that problem. We believe that a combination of active ingredients, not just one active, truly gives the best results for improving skin in a short period of time," he said.

Neutraderm, which has been in business since 2003, has a 35,000-square-foot FDA-

licensed facility for OTC drug manufacturing. The **brandMD** line also is manufactured there. **BrandMD** offers physicians the option of private labeling for products with the physician's name or with the pre-existing **brandMD** label.

Neutraderm's custom manufacturing capabilities include: personal care products and medical grade skincare products available exclusively to medical professionals; drug manufacturing (including retinoic acid and other prescription drugs); bath and body products with or without fragrances and colors, including shampoo, conditioner, bath soap, and facial and body cleansers; makeup items with the option of adding shimmer or glitter (foundation, eye liner and pencils, lipstick, lip gloss, lip liner pencils, nail polish and makeup remover); wipes and towelettes, and infant and child care products that can be manufactured with hypoallergenic properties.

To help manage his company's growth, Raouf recently added a new "partner" to the team: **Maguire & Hart**, an accounting and tax preparation firm in Agoura Hills.

"Looking back, 2009 was one of our best years. We grew four times (more) than the previous year, and we've been growing ever since," Raouf said.

He said he enlisted **Maguire & Hart** to help ensure the pattern will continue.

**David Fox**, a partner with **Maguire & Hart**, is working closely with Raouf to guide the company's sustained growth, from both financial and operations standpoints. That includes helping the company develop new internal procedures based on the growth in Neutraderm's various departments.

"Based on its positioning in the marketplace and its strategic relationships, the company is situated for continued increased growth, and it could be quite substantial," Fox said.